In the claims:

Please amend the claims as follows:

1. (currently amended) A method for uniquely marking a media file, comprising:
receiving a media file; and
appending an identifier onto the media file, wherein the identifier uniquely identifies a player unit.

2. (original) The method of claim 1, further comprising retrieving the identifier from a non-volatile memory.

3. (canceled)

4. (original) The method of claim 1, further comprising storing the appended media file in a data storage medium.

5. (original) The method of claim 1, further comprising receiving a message file.

6. (original) The method of claim 5, wherein the media file and the message file arrive in a concatenated state.

7. (original) The method of claim 5, wherein the step of receiving a message file comprises receiving a message file selected from the group consisting of commercial messages or informational messages.

8. (original) The method of claim 1, wherein the step of receiving a media file comprises receiving an audio file.

9. (original) The method of claim 1, wherein the step of receiving a media file comprises receiving a video file.

10. (original) The method of claim 1, wherein the step of receiving a media file comprises receiving a text file.

11. (currently amended) A method for delivering a message file, comprising:

receiving a media file with a first identifier, wherein the first identifier uniquely identifies a player unit;

retrieving a second identifier, wherein the second identifier also uniquely identifies a player unit,

comparing the first identifier with the ~~a~~ second identifier to determine whether the player unit identified by the first identifier is the same as the player unit identified by the second identifier;

retrieving a message file and producing a message output from the message file if the first identifier does not correspond to the second identifier; and

producing a media output from the media file.

12. (currently amended) The method of claim 11, further comprising retrieving ~~a~~ the second identifier from a non-volatile memory.

13. (original) The method of claim 11, wherein the step of retrieving a message file comprises retrieving a message file from a storage device.

14. (original) The method of claim 11, wherein the step of retrieving a message file comprises retrieving a message file from a non-volatile memory.

15. (original) The method of claim 11, wherein the step of retrieving a message file comprises retrieving a message file selected from the group consisting of commercial messages or informational messages.

16. (original) The method of claim 11, wherein the step of receiving a media file comprises receiving an audio file.

17. (original) The method of claim 11, wherein the step of receiving a media file comprises receiving a video file.

18. (original) The method of claim 11, wherein the step of receiving a media file comprises receiving a text file.

19. (canceled)

20. (canceled)

21. (original) The method of claim 11, wherein the media file and the message file are in a concatenated state.

22. (original) The method of claim 11, wherein if the message file cannot be retrieved, then the step of producing a media output is not carried out.

23. (currently amended) A player unit for delivering media files, comprising:

a processor;

a non-volatile memory communicatively coupled to the processor;

a first identifier stored in the non-volatile memory, wherein the first identifier uniquely identifies the player unit;

a communications port communicatively coupled to the processor and capable of communicatively coupling the player unit to a computer system;

a data storage drive communicatively coupled to the processor and capable of transferring data between the player unit and a removable data storage medium;

a first application program residing in the player unit and accessible by the processor, the application program comprising one or more sequences of instructions for uniquely marking a media file, the one or more sequences of instructions causing the processor to perform a number of acts, said acts comprising:

receiving a media file,

retrieving the first identifier from the non-volatile memory,

appending the first identifier onto the media file, and

storing the appended media file in the removable data storage medium; and

a second application program residing in the player unit and accessible by the

processor, the application program comprising one or more sequences of instructions for delivering a message file, the one or more sequences of instructions causing the processor to perform a number of acts, said acts comprising:

receiving a media file with a second identifier, wherein the second identifier uniquely identifies a player unit,;

comparing the second identifier to the first identifier to determine whether the player unit identified by the second identifier is the same as the player unit identified by the first identifier,;

retrieving a message file from the non-volatile memory and producing a message output from the message file if the second identifier does not correspond to the first identifier,; and

producing a media output from the media file.

24. (currently amended) A player unit for delivering media files, comprising:

a first logic circuit configured to perform a number of acts, said acts comprising:

receiving a media file,

retrieving a first identifier ~~from a non-volatile memory~~ that uniquely identifies the player unit,

appending a representation of the first identifier onto the media file, and

storing the appended media file in a removable data storage medium;

a second logic circuit configured to perform a number of acts, said acts comprising:

receiving a media file with a second identifier, wherein the second identifier uniquely identifies a player unit;

comparing the second identifier to the first identifier to determine whether the player unit identified by the second identifier is the same as the player unit identified by the first identifier,;

retrieving a message file from the non-volatile memory and producing a message output from the message file if the second identifier does not correspond to the first identifier,; and

producing a media output from the media file;

a non-volatile memory communicatively coupled to the logic circuits for storing the first identifier;

~~a first identifier stored in the non-volatile memory, wherein the identifier uniquely identifies the player unit;~~

a communications port communicatively coupled to the logic circuits and capable of communicatively coupling the player unit to a computer system; and

a data storage drive communicatively coupled to the logic circuits and capable of transferring data between the player unit and a removable data storage medium.

25. (original) The method of claim 1, wherein the identifier comprises a derivative of an electronic serial number of a player unit.

26. (original) The method of claim 1, further comprising receiving a media identifier that uniquely identifies the media file.

27. (original) The method of claim 26, wherein the media identifier is derived from an industry standard number encoded on the media file.